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DON'T TAKE COFFEE FROM STRANGERS

I PRO 353

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Crop to Cup Coffee Company

Chicago based Crop to Cup Coffee Company is sponsoring I PRO 353: The Mobile Barista. The company is an importer and wholesaler of family farmed coffees from East Africa, and invites you to meet the farmers who grew the beans you brew.

Log-on to see their stories, or email them: farmers@croptocup.com.



I PRO . I I T . E D U

THE MOBILE BARISTA I PRO 353

THE CHALLENGE: DESIGN AN ECO-FRIENDLY, MOBILE COFFEE SHOP THAT WILL SERVE AS THE STANDARD DESIGN FOR FUTURE FRANCHISEES

Responsibilities for this project were divided among three groups: interior design, envelop design, and urban context. Several members of the group worked on the business aspects of the I PRO in addition to helping their individual groups.

Designing a coffee truck without the history of a brick-and-mortar shop poses many problems. However, through research and case studies significant progress was accomplished. A sustainable truck that contains an optimal layout for barista use while maintaining the connection between the customer and their cup of coffee was created. Potential stops and route maps were also created.

Future members of this I PRO will need to create the actual truck to be used, creating the initial truck of the proposed franchise.

